



Give citizens
information
where they want it,
when they need it.

GovDelivery keeps your citizens up-to-date on specific information that is relevant to them. E-mail or wireless alerts are sent proactively when updates occur on your website.



How GovDelivery works

GovDelivery is the only comprehensive e-mail subscription management system designed specifically for the public sector. It is a web-based solution that monitors websites for content updates and automatically generates e-mail or wireless alerts when changes are detected on designated web pages. E-mail alerts can go directly to subscribers or to an administrator for approval and routing. Of course, e-mails can also be sent manually at any time.

GovDelivery Benefits

Tells citizens when new information is available

You spend time, energy, and money creating information for your website; GovDelivery makes sure that citizens know the information is available.

More powerful than e-mail list software

GovDelivery allows you to provide 10 to 40 times more subscription options, and generate 300% to 1,100% more subscribers than e-mail list software.

100% compatible with current systems for seamless integration

GovDelivery is web-based so you don't have to change the way you are managing content or user information.

Easy implementation; Complete automation; Simple administration

With no hardware or software to install, GovDelivery setup can take less than 10 days. Automated web page monitoring and e-mail (or wireless) alert processes coupled with simple administration tools allow you to quickly scale the system across all offices with minimal training.

Tangible and real ROI (Return on Investment)

GovDelivery helps reduce marketing and paper document costs with a typical ROI of 200% in the first year.

"This service enables customers to choose the topics important to them and stay updated whether or not they visit this Web site regularly."

Dr. Elsa Murano, Under Secretary for Food Safety—USDA

GovDelivery is more powerful than E-mail List Software.

GovDelivery® E-mail Subscription Management	Typical E-mail List Software
Out-of-the-box solution with no programming required to launch, maintain, and/or add new subscription options; Web-based for seamless upgrades to system	Extensive programming required to launch system and add subscription options; Upgrades take valuable time and resources
Proprietary Page Watch system automatically monitors changes and proactively generates e-mail alerts to subscribers (or administrators) when content is updated	Extensive administrative support required ; Web content managers typically must send e-mail notices manually when website content changes
Citizens are empowered with 10 to 40 times more subscription choices located throughout the website	One-size-fits-all solution with limited subscription choices in few places on site
Single-user profiles make subscription management easy for citizens and administrators	Citizens often required to sign up to many separate lists rather than maintain a single-user profile
300% to 1,100% more subscribers means more information "pulled" by citizens; Increases website usage by 20% to 50%	Fewer subscription options mean fewer subscribers and return website visits
No software or hardware installation and no hidden costs or consulting fees ; Unlimited training and support	Software and hardware usually required ; Additional fees required for setup and support

Three easy steps for user sign-up.

1 Click link to sign up for specific updates.

2 Enter e-mail and optional password.

3 New users select additional subscriptions.

GovDelivery is the world's leading e-mail subscription management system designed specifically for the public sector and is used by organizations worldwide, including the U.S. Departments of Labor, State, Agriculture, and Commerce, U.K. Parliament, Norwich City Council (U.K.), California Department of Insurance, Oregon Department of Human Services, Macomb County (MI), City of St. Paul (MN), and many more.



To learn more about **GovDelivery**, visit www.govdelivery.com;
e-mail info@govdelivery.com; call U.S. 866-276-5583 or U.K. 0800 032 5769.